

PHILIP MORRIS
U.S.A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: . Mr. R. N. Thomson
From: . ✓ J. E. Wickham
Subject: . More 120 Cigarettes

Date: January 15, 1975

The data on the More 120 cigarettes, both plain and menthol, are tabulated in the attached tables. The data given include the three different samplings of both the plain and menthol version on test market in Oklahoma City, Oklahoma.

The samples appear not to be different but indicate the sample-to-sample variation one must expect from this product. We will continue to monitor this new brand especially if it is test marketed in a new city(s).

JEW:gmm

cc: Mr. F. E. Resnik
Dr. R. B. Seligman
Mr. W. G. Lloyd
Mr. L. F. Meyer
Mr. D. Mazzitelli



Attachments

PM3000831655